



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember
Donald Rocha

SUBJECT: GENERAL OBLIGATION BOND

DATE: May 18, 2018

Approved

Don Rocha
RH

Date

5-18-18

RECOMMENDATION

Approve the staff recommendation and provide additional direction to prioritize inclusion of \$270 million within the bond proposal that staff will bring forward in August for the purpose of repairing neighborhood streets in poor condition.

ANALYSIS

The initial polling detailed in the staff report shows that we have a rare moment of opportunity to solve some of our most pressing street maintenance needs. A full 76% of respondents believe that repairing our worst neighborhood streets is either extremely important or very important. We should seize this opportunity and direct staff to prioritize inclusion of \$270 million within the bond for repairing streets in poor condition. (Staff indicates on page 9 of their report that \$270 million is needed to maintain the worst streets.)

If road maintenance is given priority for funding within the bond, the strong public support for that objective may help lift overall support for the measure. On page 4 of their report, staff found that the initial ballot question received support from 62 percent of respondents (66.67% support is needed for passage.) Reworking the ballot language to emphasize the most popular projects, such as road maintenance, may get us closer to the two thirds threshold. We may even want to consider positioning the bond as primarily about road maintenance, with the other non-transportation items taking a less prominent position in the framing of the measure.

I hardly need to describe the embarrassing condition of many of our streets as I know the Council is very familiar with this problem. Our residents have been very patient waiting for us to solve this problem. Now is our opportunity to make progress.